

? show files;ds

File 15:ABI/Inform(R) 1971-2007/Nov 29  
 (c) 2007 ProQuest Info&Learning  
 File 16:Gale Group PROMT(R) 1990-2007/Nov 23  
 (c) 2007 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2007/Nov 21  
 (c)2007 The Gale Group  
 File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group  
 File 275:Gale Group Computer DB(TM) 1983-2007/Nov 27  
 (c) 2007 The Gale Group  
 File 621:Gale Group New Prod.Annou.(R) 1985-2007/Nov 20  
 (c) 2007 The Gale Group  
 File 9:Business & Industry(R) Jul/1994-2007/Nov 22  
 (c) 2007 The Gale Group  
 File 20:Dialog Global Reporter 1997-2007/Nov 29  
 (c) 2007 Dialog  
 File 476:Financial Times Fulltext 1982-2007/Nov 28  
 (c) 2007 Financial Times Ltd  
 File 610:Business Wire 1999-2007/Nov 29  
 (c) 2007 Business Wire.  
 File 613:PR Newswire 1999-2007/Nov 29  
 (c) 2007 PR Newswire Association Inc  
 File 24:CSA Life Sciences Abstracts 1966-2007/Aug  
 (c) 2007 CSA.  
 File 634:San Jose Mercury Jun 1985-2007/Nov 28  
 (c) 2007 San Jose Mercury News  
 File 636:Gale Group Newsletter DB(TM) 1987-2007/Nov 22  
 (c) 2007 The Gale Group  
 File 810:Business Wire 1986-1999/Feb 28  
 (c) 1999 Business Wire  
 File 813:PR Newswire 1987-1999/Apr 30  
 (c) 1999 PR Newswire Association Inc  
 File 13:BAMP 2007/Nov W4  
 (c) 2007 The Gale Group  
 File 75:TGG Management Contents(R) 86-2007/Nov W1  
 (c) 2007 The Gale Group  
 File 95:TEME-Technology & Management 1989-2007/Nov W3  
 (c) 2007 FIZ TECHNIK  
 File 348:EUROPEAN PATENTS 1978-2007/ 200746  
 (c) 2007 European Patent Office  
 File 349:PCT FULLTEXT 1979-2007/UB=20071122UT=20071115  
 (c) 2007 WIPO/Thomson

Set	Items	Description
S1	1945145	(PROMOTIONS OR (MARKETING OR PROMOTIONAL OR ADVERTIS? OR A-DVERTIZ? OR COMMUNICATIONS) (6N) (CAMPAIGN OR PROJECT OR ACTIVITIES))
S2	15305	S1(50N) (SCORE? ? OR SCORING OR INDICATOR? ? OR RANK? OR RATING OR GRADE? ? OR GRADING OR WEIGH? OR WEIGHT) (50N) (EFFICACY OR EFFECTIVENESS OR EFFECTIVE OR SUCCESS? OR IMPACT?)
S3	396316	(HOW()MANY OR TOTAL OR NUMBER*OR PERCENT?) (2W) (CUSTOMER? ? OR PROSPECT? ?)
S4	561	S3(10W) (PURCHASED OR BOUGHT OR ORDERED OR REQUESTED OR TRIED OR VIEWED OR DOWNLOADED) (10W) (PRODUCT? ? OR ITEM? ?)
S5	23	S3(10W) (SENT OR RECEIVED OR MAILED OR DISTRIBUTED OR FORWARDED) (10W) (AD OR FLYER OR MARKETING() (PIECE OR COLLATERAL OR MATERIAL) OR BROCHURE)
S6	24216550	GOAL OR SALES OR INCOME
S7	0	S2 AND S4 AND S5
S8	0	S2 AND S4

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S9	556	S2 AND S3
S10	457	S6 AND S9
S11	110	S2(50N)S3
S12	32	S6(50N)S11
S13	0	S12 FROM 348,349
S14	9	S12 NOT PY>2001
S15	6	RD (unique items)
?		

? t15/3,k/all

15/3,K/1 (Item 1 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02295391 97752716

**Managing customer acquisiton**

Blattberg, Robert C; Getz, Gary; Thomas, Jacquelyn S  
Direct Marketing v64n6 PP: 41-54 Oct 2001  
ISSN: 0012-3188 JRNL CODE: DIM  
WORD COUNT: 8264

...TEXT: The firm determined the cutoff score by computing a break-even customer equity value, which was based on buying probabilities, marketing costs, and longterm expected **sales** to the customers.

By using regression scoring, this firm improved its acquisition efficiency and avoided sales calls on prospects with negative long-term value. It...

...customer equity was positive and thereby increased its total customer equity by a substantial amount.

How to Perform Scoring. As suggested by the example, regression **scoring** steps include the following:

1. Draw a random sample from the overall population of prospective customers.
2. Obtain data from the sample that profile individual consumer characteristics.
3. Initiate a **marketing campaign** directed at the random sample, and record which individuals become customers.
4. With that information, develop a regression **scoring** model-a series of **weighted** variables that predicts which prospects are more likely to become customers based on their characteristics.

Once researchers have the model estimates, they can do the following:

Calculate **scores** for prospects who were not in the random sample by plugging their individual characteristics into the regression equation

**Rank** -order prospects from highest to lowest, according to their **scores**

Target the firm's **marketing campaign** at those prospects with **scores** above a designated cutoff **score**, which is based on a combination of financial and marketing factors

Advantages and Disadvantages of Regression **Scoring**. The primary advantages of using regression **scoring** models for acquisition are that they measure the relative importance of variables in determining which prospects to target, and they provide a scientific method for selecting cutoff values. The result is significantly increased marketing efficiency.

The primary disadvantage of regression **scoring** is its complexity relative to profiling. However, we recommend that firms seriously investigate implementing regression scoring, even if it requires using outside resources. Improved targeting efficiency and **effectiveness** usually justify the increased complexity and costs.

Summary

Managing acquisition strategies and tactics is vital to creating, sustaining, and enhancing customer equity. Acquisition should not...

15/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02239033 84499925

**High performance marketing in the CRM era**

Crosby, Lawrence A; Johnson, Sheree L  
Marketing Management v10n3 PP: 10-11 Sep/Oct 2001  
ISSN: 1061-3846 JRNL CODE: MMA  
WORD COUNT: 1144

...TEXT: pertaining to the value created for investors. In addition to conventional financial and share measures, the CRM system affords a more finegrained look at marketing **effectiveness** with respect to customer acquisition and defection rates, customer tenure, customer value and worth, **percent inactive customers**, and cross-selling. It's also possible to construct **indicators** of marketing efficiency by dividing various outcome metrics (e.g., **number** of new **customers**) by chart-of-account expenditures (e.g., marketing labor dollars), activity related expenditures (e.g., trade show exhibiting), or the cost of marketing projects and programs (e.g., brand launch). In the most sophisticated applications, **effectiveness** and efficiency are jointly assessed in terms of shareholder value added. This metric applies a capital charge to the change in cash flow resulting from **marketing activities**. When it comes to the other stakeholder groups, we can often assess marketing outcomes using attitudinal **indicators**. These measures are available through CRM systems as market research information is incorporated into the data warehouse. Beyond satisfaction, the value created for customers becomes...

...be linked to marketing efforts (e.g., ratings of customer focus support and account team job satisfaction).

The provision of detailed and timely process performance **indicators** is an area where the CRM system can really shine! A few examples follow:

\* Process measures by segment- **sales** funnel management (e.g., number of inquiries, number of presentations, number of proposals, and proposal hit rate) and campaign management (e.g., reach, frequency, response...

15/3,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05576998 Supplier Number: 48444347 (USE FORMAT 7 FOR FULLTEXT)  
**Sequent Unveils Decision Advantage RM to Build Customer Loyalty, Profitability and Responsiveness in Financial Services, Retail and Telecom.**

Business Wire, p04271410  
April 27, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade

Word Count: 1812

... a comprehensive Customer Relationship Management infrastructure that includes data warehousing, data marts, customer care systems and business applications.

"Many companies have known that a small **percentage** of their **customer** base account for the majority of **sales**," said Herb Edelstein of Two Crows Consulting. "Sequent's Decision Advantage RM solution allows those companies to **successfully** apply data mining techniques to precisely target and methodically develop that sweet spot -- with focused campaigns to attract, reactivate, grow, nurture and defend customers. It is this kind of thoughtful application of technology that can increase profitability and bring business **success**."

#### Solutions

Sequent's Relationship Marketing framework enables solutions that go beyond trend analysis and data mining capabilities for implementing marketing campaigns for tangible results. These solutions include:

- Customer retention
- Customer acquisition
- Cross selling
- Upgrading, or selling customers a higher level of service or product
- **Campaign** Management
- Event-Driven **Marketing**
- Response Analysis
- Customer Qualification and **Scoring**

#### Extending Source Systems

By tightly integrating customer care/management systems (call center, customer service, self service) with relationship marketing, Sequent's framework creates an integrated...

15/3,K/4 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07895450 SUPPLIER NUMBER: 16938263 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**All in the family. (James E. Zerkel Trustworthy Hardware) (Distribution America Partners)**

Do-It-Yourself Retailing, v168, n5, p71(2)

May, 1995

ISSN: 0889-2989

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 471

LINE COUNT: 00040

... says. Hardware was so successful for Zerkel, they doubled the size of the hardware showroom to 8,000 square feet in 1992.

Since the expansion, **sales** have increased 19 **percent**, the **customer** count is up 11 percent and the average transaction size has increased 7 percent.

"One of the reasons for our **success** is advertising," Ronnie says. "When times get tough, my competitors cut advertising. When business is down, you need to keep your name in the customer..."

...advertising. Ronnie also notifies local publications of news about the store or employees, which often result in news stories. "These articles carry a lot of **weight** with our customers," he says.

Zerkel also uses **promotions** and specialty items to publicize the store. Some simple, but popular, ideas Ronnie uses include handing out \$2 bills and 50-cent pieces as change...

15/3,K/5 (Item 1 from file: 636)  
DIALOG(R) File 636:Gale Group Newsletter DB(TM)  
(c) 2007 The Gale Group. All rts. reserv.

03871564 Supplier Number: 48450384 (USE FORMAT 7 FOR FULLTEXT)  
**-SEQUENT: Sequent unveils Decision Advantage RM**  
M2 Presswire, pN/A  
April 28, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1854

... a comprehensive Customer Relationship Management infrastructure that includes data warehousing, data marts, customer care systems and business applications.

"Many companies have known that a small **percentage** of their **customer** base account for the majority of **sales**," said Herb Edelstein of Two Crows Consulting. "Sequent's Decision Advantage RM solution allows those companies to **successfully** apply data mining techniques to precisely target and methodically develop that sweet spot -- with focused campaigns to attract, reactivate, grow, nurture and defend customers. It is this kind of thoughtful application of technology that can increase profitability and bring business **success**."

Solutions Sequent's Relationship Marketing framework enables solutions that go beyond trend analysis and data mining capabilities for implementing marketing campaigns for tangible results. These solutions include:

-- Customer retention -- Customer acquisition -- Cross selling --  
Upgrading, or selling customers a higher level of service or product --  
**Campaign** Management -- Event-Driven **Marketing** -- Response Analysis --  
Customer Qualification and **Scoring**

Extending Source Systems By tightly integrating customer care/management systems (call center, customer service, self service) with relationship marketing, Sequent's framework creates an integrated...

15/3,K/6 (Item 1 from file: 13)  
DIALOG(R) File 13:BAMP  
(c) 2007 The Gale Group. All rts. reserv.

00675519 Supplier Number: 25483168 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**isp-marketing: Close the Deal; Strategies to increase your conversion rate**  
(Ways to improve the ISP conversion rate include focusing on the lead conversion rate by offering 100% customer satisfaction, sales incentives, and payment options)  
Article Author(s): Knight, Christopher M  
Boardwatch Magazine, v XIII, n 11, p 64,66,68.  
November 1999  
DOCUMENT TYPE: Journal ISSN: 1054-2760 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2221

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...your actually convert into profitable new departments or divisions. This will help you dump unprofitable product lines after identifying them.

\* Specific-sale conversion rate -the **number** of **customers** who convert

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during a certain **marketing** drive or **campaign** .

\* Salesperson conversion rate -the number of salespeople you need to hire to build a strong **sales** machine for your ISP. For example, if you hire 20 **sales** reps, but only 10 make it and only two of those are exceptional, your conversion rate is 10 percent (two divided by 20).

MANAGEMENT BY...

...gets managed, and what does not get measured, does not get managed. Knowing your various conversion rates forms the baseline of your ISP's critical **success indicators** , some of which are more critical than others. Once you know your baseline, you will be able to focus your actions on activities that improve...

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File 8:EI Compendex(R) 1884-2007/Nov W3

(c) 2007 Elsevier Eng. Info. Inc.

File 6:NTIS 1964-2007/Dec W2

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File 34:SciSearch(R) Cited Ref Sci 1990-2007/Dec W1

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File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec

(c) 2006 The Thomson Corp

File 7:Social SciSearch(R) 1972-2007/Dec W1

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Set	Items	Description
S1	9265	(PROMOTIONS OR (MARKETING OR PROMOTIONAL OR ADVERTIS? OR A-DVERTIZ? OR COMMUNICATIONS) (6N) (CAMPAIGN OR PROJECT OR ACTIVITIES))
S2	78	S1(50N) (SCORE? ? OR SCORING OR INDICATOR? ? OR RANK? OR RATING OR GRADE? ? OR GRADING OR WEIGH? OR WEIGHT) (50N) (EFFICACY OR EFFECTIVENESS OR EFFECTIVE OR SUCCESS? OR IMPACT?)
S3	2389	(HOW()MANY OR TOTAL OR NUMBER OR PERCENT?) (2W) (CUSTOMER? ? OR PROSPECT? ?)
S4	1	S3(10W) (PURCHASED OR BOUGHT OR ORDERED OR REQUESTED OR TRIED OR VIEWED OR DOWNLOADED) (10W) (PRODUCT? ? OR ITEM? ?)
S5	0	S3(10W) (SENT OR RECEIVED OR MAILED OR DISTRIBUTED OR FORWARDED) (10W) (AD OR FLYER OR MARKETING() (PIECE OR COLLATERAL OR MATERIAL) OR BROCHURE)
S6	375169	GOAL OR SALES OR INCOME
S7	0	S2 AND S4 AND S5
S8	0	S2 AND S4
S9	0	S2 AND S3
S10	0	S6 AND S9
S11	0	S2(50N)S3
S12	0	S6(50N)S11
S13	1	S4 OR S5 OR S8:S12
S14	1	RD (unique items)
S15	1	S4 OR S13 OR S14

? t15/3,k/all

15/3,K/1 (Item 1 from file: 8)

DIALOG(R) File 8:EI Compendex(R)

(c) 2007 Elsevier Eng. Info. Inc. All rts. reserv.

10827219 E.I. No: EIP06049663047

**Title: A dynamic framework for maintaining customer profiles in E-commerce recommender systems**

**Author:** Haruechaiyasak, Choochart; Tipnoe, Chatchawal; Kongyoung, Sarawoot; Damrongrat, Chaianun; Angkawattanawit, Niran

**Corporate Source:** Information Research and Development Division (RDI) National Electronics and Computer Technology Center (NECTEC) Thailand Science Park, Klong Luang, Pathumthani 12120, Thailand

**Conference Title:** 2005 IEEE International Conference on e-Technology, e-Commerce and e-Service, EEE-05

**Conference Location:** Hong Kong, China **Conference Date:** 20050329-20050401

**E.I. Conference No.:** 66402

**Source:** Proceedings - 2005 IEEE International Conference on e-Technology, e-Commerce and e-Service, EEE-05 Proceedings - 2005 IEEE International Conference on e-Technology, e-Commerce and e-Service, EEE-05 2005. (IEEE cat n P2274)

**Publication Year:** 2005

**ISBN:** 0769522742



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Language: English

...Abstract: framework based on the incremental clustering algorithm in order to dynamically maintain the customer profiles. Using the incremental clustering technique, the dynamic changes in the **number of customers** and **products purchased** could be handled effectively. Experiments on real data sets showed that the proposed framework helps to reduce the recommendation time, while retaining accuracy. copy 2005...

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File 350:Derwent WPIX 1963-2007/UD=200776  
 (c) 2007 The Thomson Corporation  
 File 344:Chinese Patents Abs Jan 1985-2006/Jan  
 (c) 2006 European Patent Office  
 File 347:JAPIO Dec 1976-2007/Jun(Updated 070926)  
 (c) 2007 JPO & JAPIO  
 File 371:French Patents 1961-2002/BOPI 200209  
 (c) 2002 INPI. All rts. reserv.  
 File 2:INSPEC 1898-2007/Nov W2  
 (c) 2007 Institution of Electrical Engineers  
 File 35:Dissertation Abs Online 1861-2007/Aug  
 (c) 2007 ProQuest Info&Learning  
 File 65:Inside Conferences 1993-2007/Nov 29  
 (c) 2007 BLDSC all rts. reserv.  
 File 99:Wilson Appl. Sci & Tech Abs 1983-2007/Sep  
 (c) 2007 The HW Wilson Co.  
 File 256:TecInfoSource 82-2007/Feb  
 (c) 2007 Info.Sources Inc  
 File 474:New York Times Abs 1969-2007/Nov 29  
 (c) 2007 The New York Times  
 File 475:Wall Street Journal Abs 1973-2007/Nov 28  
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 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
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 File 56:Computer and Information Systems Abstracts 1966-2007/Oct  
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Set	Items	Description
S1	46419	(PROMOTIONS OR (MARKETING OR PROMOTIONAL OR ADVERTIS? OR A-DVERTIZ? OR COMMUNICATIONS) (6N) (CAMPAIGN OR PROJECT OR ACTIVITIES))
S2	171	S1(50N) (SCORE? ? OR SCORING OR INDICATOR? ? OR RANK? OR RATING OR GRADE? ? OR GRADING OR WEIGH? OR WEIGHT) (50N) (EFFICACY OR EFFECTIVENESS OR EFFECTIVE OR SUCCESS? OR IMPACT?)
S3	7547	(HOW()MANY OR TOTAL OR NUMBER OR PERCENT?) (2W) (CUSTOMER? ? OR PROSPECT? ?)
S4	11	S3(10W) (PURCHASED OR BOUGHT OR ORDERED OR REQUESTED OR TRIED OR VIEWED OR DOWNLOADED) (10W) (PRODUCT? ? OR ITEM? ?)
S5	1	S3(10W) (SENT OR RECEIVED OR MAILED OR DISTRIBUTED OR FORWARDED) (10W) (AD OR FLYER OR MARKETING() (PIECE OR COLLATERAL OR MATERIAL) OR BROCHURE)
S6	1038296	GOAL OR SALES OR INCOME
S7	0	S2 AND S4 AND S5
S8	1	S2 AND S4
S9	3	S2 AND S3
S10	1	S6 AND S9
S11	2	S2(50N)S3
S12	1	S6(50N)S11
S13	14	S4 OR S5 OR S8:S12
S14	14	RD (unique items)

? t14/3,k/all

14/3,K/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX  
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0015959708 - Drawing available

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WPI ACC NO: 2006-491375/200650

Related WPI Acc No: 2006-491374

XRPX Acc No: N2006-396518

**Upselling method for web-based business application used by enterprise, involves computing compute tables summarizing number of customers having purchased item from enterprise, to compute pairwise and customerwise correlation metrics**

Patent Assignee: NETSUITE INC (NETS-N)

Inventor: JONES J A; LIANG J

**Patent Family** (1 patents, 1 countries)

Patent			Application			Update
Number	Kind	Date	Number	Kind	Date	
US 20060136345	A1	20060622	US 200416087	A	20041217	200650 B
			US 2005148466	A	20050609	

Priority Applications (no., kind, date): US 200416087 A 20041217; US 2005148466 A 20050609

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20060136345	A1	EN	16	7	C-I-P of application US 200416087

**Upselling method for web-based business application used by enterprise, involves computing compute tables summarizing number of customers having purchased item from enterprise, to compute pairwise and customerwise correlation metrics**

...transactions is received at a database server0. The tables at the database server are processed at predetermined intervals of long duration, to compute tables summarizing **number of customers having purchased item** from the enterprise. A pairwise and customerwise correlation metrics is computed using tables according to request in real time.

#### Original Publication Data by Authority

#### Claims:

...of generally long duration compared to intervals between said executed transactions to compute third and fourth tables, said third table summarizing, for each item, a **number of customers having purchased that item** from the enterprise, said fourth table summarizing, for each possible pairing of said items, a **number of customers having purchased both of said items** from said enterprise;receiving a first request at said database server for a plurality of pairwise, customerwise correlation metrics between an upsell item sold by...

14/3,K/2 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0015428856 - Drawing available

WPI ACC NO: 2005-777242/200579

XRPX Acc No: N2005-641888

**Success analysis method of marketing campaign in web application, involves profiling results of marketing campaign against marketing and risk defined dimensions and accordingly assigning score to campaign result**

Patent Assignee: GEN ELECTRIC CAPITAL CORP (GENE)

Inventor: NABE O; SAMRA B S

**Patent Family** (1 patents, 1 countries)

Ginger R. DeMille

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 6970830	B1	20051129	US 1999474539	A	19991229	200579 B

Priority Applications (no., kind, date): US 1999474539 A 19991229

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 6970830	B1	EN	13	8	

Success analysis method of marketing campaign in web application, involves profiling results of marketing campaign against marketing and risk defined dimensions and accordingly assigning score to campaign result

...NOVELTY - The sequential order for combining marketing analytic models is determined using targeting engine, to maximize number of customers included between high profit end and profitability baseline. A list of user defined dimensions is derived for customers included in target group, and results of...

#### Original Publication Data by Authority

#### Original Abstracts:

Methods and systems for analyzing the success of a marketing campaign by using campaign results and an original campaign database are disclosed. The method includes the steps of profiling results of the marketing campaign against a list of user defined dimensions (analytic models may be used to derive dimensions) and assigning a score to the results of the marketing campaign. >

#### Claims:

...low profit end including customers having a lowest projected profitability, the moderate profit section including a profitability baseline, wherein the determined sequential order maximizes a number of customers included between the high profit end and the profitability baseline, a target group includes the customers included between the high profit end of the list and the profitability baseline, the profitability baseline defines...

14/3,K/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0015400260 - Drawing available

WPI ACC NO: 2005-745584/200576

XRPX Acc No: N2005-614853

Product protection system e.g. computer system, has calculation and encryption module with instruction set to generate product- individual sequences and to calculate product-inspection sequences from identification sequences

Patent Assignee: SCHIMPF R (SCHI-I)

Inventor: SCHIMPF R

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20050234823	A1	20051020	US 2004709181	A	20040420	200576 B

Priority Applications (no., kind, date): US 2004709181 A 20040420

**Patent Details**

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20050234823	A1	EN	30	14	

**Alerting Abstract** ...a method for calculating encoded sequence a method to control manufacturer for producing the same number of products as ordered by a **customer** a method of protecting **products** against counterfeiting by delivering an encoded sequence **with** each piece of product a method of proofing the authenticity of products by verifying the consistency of encoded sequences...

14/3,K/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0014131248 - Drawing available

WPI ACC NO: 2004-315879/200429

XRPX Acc No: N2004-251696

**Direct mail marketing campaign evaluation method for company, involves determining return-on-investment of direct mail marketing campaign based on production cost, shipping service cost and financial information**

Patent Assignee: CLARK M D (CLAR-I); NAPLES M V (NAPL-I); US POSTAL SERVICE (USPO-N)

Inventor: CLARK M D; NAPLES M; NAPLES M V

**Patent Family** (3 patents, 103 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 2004027671	A1	20040401	WO 2003US23985	A	20030801	200429 B
US 20040143485	A1	20040722	US 2002411405	P	20020918	200449 E
			US 2003631837	A	20030801	
AU 2003268040	A1	20040408	AU 2003268040	A	20030801	200462 E

Priority Applications (no., kind, date): US 2003631837 A 20030801; US 2002411405 P 20020918

**Patent Details**

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2004027671	A1	EN	112	18	

National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT EU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

Regional Designated States,Original: AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW

US 20040143485 A1 EN Related to Provisional US 2002411405  
AU 2003268040 A1 EN Based on OPI patent WO 2004027671

...NOVELTY - The value representing the **number** of **customers** targeted for the direct mail marketing campaign is **received** . The production cost of **marketing material** , printing and mailing list is received. A cost of shipping services e.g. UPS and financial information such as response rate, expected price of items...

14/3,K/5 (Item 5 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
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0013246332 - Drawing available  
WPI ACC NO: 2003-331532/200331  
XRPX Acc No: N2003-265625

**Marketing project efficacy monitoring method e.g. for sports product, involves calculating number of customers who actually purchased product , from total number of customers who were notified about product**

Patent Assignee: FERGUSSON S (FERG-I); ROZMAN T (ROZM-I)  
Inventor: FERGUSSON S; ROZMAN T

**Patent Family** (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20030023475	A1	20030130	US 2001916951	A	20010727	200331 B

Priority Applications (no., kind, date): US 2001916951 A 20010727

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030023475	A1	EN	27	14	

**Marketing project efficacy monitoring method e.g. for sports product, involves calculating number of customers who actually purchased product , from total number of customers who were notified about product**

...NOVELTY - The customers interested in purchasing a marketed product, are selected from a customer database and the selected customers are notified about the product. The **marketing project efficacy indicator** is determined by calculating the number of customers who actually **purchased the product , from total number of customers who were notified about the product.**

#### Original Publication Data by Authority

#### Original Abstracts:

Methods and systems for monitoring the **efficacy** of a marketing **campaign** or project. In one embodiment, a customer database stores information about each customer of a firm or business. A number of **marketing project** parameters are **then defined** , and run against the information in the customer database to identify those customers that are likely to be interested in a marketed product. The identified...

...marketed product, preferably through a representative of the firm or business. Then, each sale of the marketed product to the identified customers is recorded. A **marketing project efficacy** indicator **can then be** determined by, for example, comparing the number of customers that were notified about the product with the number of customers that actually purchased or did not purchase the product, preferably within a given time period. Preferably, marketing efforts can then be refined based on a timely analysis of the **marketing project efficacy**. >

#### Claims:

What is claimed is:<b>1</b>. A method for monitoring the **efficacy** of a marketing project for a product of a business, the **method** comprising the steps of:providing a customer database for storing information about the customers of the business;providing a number of **marketing project** parameters;applying the number of **marketing project** parameters against

the information in the customer database to identify selected customers; notifying at least some of the selected customers about the product; determining which of the customers that were notified about the product actually purchased the product; and determining a **marketing project efficacy** indicator by noting which of the customers that were notified about the product actually purchased the product.

14/3,K/6 (Item 6 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0012459172

WPI ACC NO: 2002-405122/200243

XRPX Acc No: N2002-318035

Method for allowing customers to purchase a product by paying installments over time with no added interest using a special payment instrument for which the customer is registered and which charges the merchant a fee

Patent Assignee: E-DUCTION INC (EDUC-N)

Inventor: WATKINS K

Patent Family (3 patents, 92 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 2002027681	A1	20020404	WO 2001US4406	A	20010212	200243 B
AU 200134995	A	20020408	AU 200134995	A	20010212	200252 E
EP 1327231	A1	20030716	EP 2001907191	A	20010212	200347 E
			WO 2001US4406	A	20010212	

Priority Applications (no., kind, date): US 2000670016 A 20000926

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2002027681	A1	EN	20	2	
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW					
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
AU 200134995	A	EN			Based on OPI patent WO 2002027681
EP 1327231	A1	EN			PCT Application WO 2001US4406
					Based on OPI patent WO 2002027681
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR					

#### Original Publication Data by Authority

#### Original Abstracts:

...the payment instrument, a promotional fee to the participating merchant; determining, by the payment instrument, a number of installment payments over a time limit in which the customer may pay for the purchased product without incurring interest; and paying, by the customer, the number of installment payments over the time limit to the payment instrument...

14/3,K/7 (Item 7 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0009814857 - Drawing available  
WPI ACC NO: 2000-105180/200009  
Related WPI Acc No: 2002-402255  
XRPX Acc No: N2000-080807

**Credit card billing method for retailing goods**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: LOEB M R; WALKER J S

**Patent Family** (1 patents, 1 countries)

Patent			Application			Update	
Number	Kind	Date	Number	Kind	Date		
US 6006205	A	19991221	US 1997807454	A	19970228	200009	B

Priority Applications (no., kind, date): US 1997807454 A 19970228

**Patent Details**

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 6006205	A	EN	20	11	

**Original Publication Data by Authority**

**Original Abstracts:**

...appearing on the credit card billing statement to have sufficient detail to minimize subsequent customer inquiries. The billing descriptor preferably includes a different customer service **number** for **each** individual **item**. Goods or services **are purchased** from a merchant in a conventional manner. The customer provides the merchant with a list of the multiple items included in the order, as well as credit card information...

14/3,K/8 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0008901081 - Drawing available  
WPI ACC NO: 1998-450714/199839  
XRPX Acc No: N1998-351622

**Goods position indication system for drive-through store - has indicator that displays the location, in which the customer purchased goods are stored, based on indication from POS**

Patent Assignee: FUJITSU LTD (FUIT)

Inventor: KAKOU Y

**Patent Family** (3 patents, 2 countries)

Patent			Application			Update	
Number	Kind	Date	Number	Kind	Date		
JP 10188138	A	19980721	JP 1997292875	A	19971024	199839	B
US 6140922	A	20001031	US 1997870657	A	19970606	200057	E
JP 3382829	B2	20030304	JP 1997292875	A	19971024	200324	E

Priority Applications (no., kind, date): JP 1996288143 A 19961030

**Patent Details**

Number	Kind	Lan	Pg	Dwg	Filing Notes
JP 10188138	A	JA	12	10	
JP 3382829	B2	JA	12		Previously issued patent JP 10188138

**Original Publication Data by Authority**



**Claims:**

...ordered by the customer from the locations stored in said storage means; processor means for calculating a total amount of money for the sales items ordered by the customer; and an indicator, disposed in a sales item stock location in which sales items are stocked, for indicating and displaying the location of the sales item ordered by the customer, thereby the total amount of money is calculated automatically...

14/3,K/9 (Item 9 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0008135553 - Drawing available

WPI ACC NO: 1997-235479/199721

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345;

1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935;

1997-319376; 1997-372348; 1997-424447; 1997-502622; 1997-558442;

2001-624573; 2002-009654; 2002-214992; 2002-360410; 2002-672991;

2006-144175; 2006-351272

XRPX Acc No: N1997-194768

**System for performing targetted marketing on shopping customers - generates signal upon entry of account number of customers whose previously purchased products at store meet predetermined shopping history criteria**

Patent Assignee: CREDIT VERIFICATION CORP (CRED-N)

Inventor: DEATON D W; GABRIEL R G

**Patent Family** (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 5621812	A	19970415	US 1989345475	A	19890501	199721 B
			US 1992826255	A	19920124	
			US 1992886383	A	19920519	
			US 199363413	A	19930517	

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US 1992886383 A 19920519; US 199363413 A 19930517

**Patent Details**

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 5621812	A	EN	78	18	Continuation of application US 1989345475
1992886383					C-I-P of application US 1992826255 Continuation of application US 1992886383

**...generates signal upon entry of account number of customers whose previously purchased products at store meet predetermined shopping history criteria**

**Alerting Abstract** ...s customers' account and transaction data is created in response to the input device and terminal. A signal is generated upon entry of the account number of customers whose previously purchased products at the store meet predetermined shopping history criteria. A coupon printer dispenses a sales promotion to the customer at the point of sale during a...

**Original Publication Data by Authority**

**Claims:**

...the store's customers' account and transaction data in response to said device and terminal; circuitry for generating a signal upon entry of the account **number** of **customers** whose previously **purchased products** at the store **meet** predetermined **shopping** history criteria; and a coupon printer for dispensing a sales promotion to the customer at the point of sale during a customer's checkout in response to said signal...

14/3,K/10 (Item 1 from file: 347)

DIALOG(R)File 347:JAPIO

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03650766 \*\*Image available\*\*

ORDER DATA CONTROLLOR

PUB. NO.: 04-015866 [JP 4015866 A]

PUBLISHED: January 21, 1992 (19920121)

INVENTOR(s): YAMAHIRA YOSHIFUMI

APPLICANT(s): TOKYO ELECTRIC CO LTD [000356] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 02-117462 [JP 90117462]

FILED: May 09, 1990 (19900509)

JOURNAL: Section: P, Section No. 1343, Vol. 16, No. 171, Pg. 82, April 24, 1992 (19920424)

**ABSTRACT**

... whose tax-free amount becomes the largest is automatically selected among all the combinations of the payment methods which are required in accordance with the **number** of the **customers** , and the **ordered products** of the group customers concerned are divided and controlled in accordance with the combination. When the group customers concerned execute payment based on a control...

14/3,K/11 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2007 Institution of Electrical Engineers. All rts. reserv.

09530436 INSPEC Abstract Number: C2005-09-7100-164

**Title: A dynamic framework for maintaining customer profiles in e-commerce recommender systems**

Author(s): Haruechaiyasak, C.; Tipnoe, C.; Kongyoung, S.; Damrongrat, C.; Angkawattawit, N.

Author Affiliation: Inf. R&D Div., Nat. Electron. & Comput. Technol. Center, Pathumthani, Thailand

Conference Title: Proceedings. The 2005 IEEE International Conference on e-Technology, e-Commerce and e-Service p.768-71

Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA

Publication Date: 2005 Country of Publication: USA xx+796 pp.

ISBN: 0 7695 2274 2 Material Identity Number: XX-2005-00617

U.S. Copyright Clearance Center Code: 0 7695 2274 2/2005/\$20.00

Conference Title: Proceedings. The 2005 IEEE International Conference on e-Technology, e-Commerce and e-Service

Conference Sponsor: IEEE Comput. Soc. Tech. Comm. on Electron. Commerce (TCEC) Hong Kong Baptist Univ.; Nat. ICT Australia Ltd. (NICTA)

Conference Date: 29 March-1 April 2005 Conference Location: Hong Kong, China

Language: English

Subfile: C

Copyright 2005, IEE

...Abstract: framework based on the incremental clustering algorithm in order to dynamically maintain the customer profiles. Using the incremental clustering technique, the dynamic changes in the **number of customers and products purchased** could be handled effectively. Experiments on real data sets showed that the proposed framework helps to reduce the recommendation time, while retaining accuracy.

14/3,K/12 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2007 ProQuest Info&Learning. All rts. reserv.

01329905 ORDER NO: AADMM-79818  
**CUSTOMER SATISFACTION WITH THE INDUSTRIAL TELEMARTETING OF COMPUTER SOFTWARE PRODUCTS AND SUPPORT SERVICES**

Author: BARTON, JOHN K.  
Degree: M.M.S.  
Year: 1991  
Corporate Source/Institution: CARLETON UNIVERSITY (CANADA) (0040)  
Source: VOLUME 32/01 of MASTERS ABSTRACTS.  
PAGE 78. 225 PAGES  
ISBN: 0-315-79818-1

...Customer characteristics also seem to be partially related to CS/D. Customer acceptance of industrial telemarketing for software products and services is high, as 84 **percent** of **customers** have **purchased** or stated they would consider purchasing these **products** over the telephone. Generally, it was found that the existence of a relationship established through a previous purchase or product demonstration is the primary reason ...

14/3,K/13 (Item 2 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2007 ProQuest Info&Learning. All rts. reserv.

01297137 ORDER NO: AAD93-11147  
**SUCCESS FACTORS IN EXPORT MARKETING: THE CASE OF THAILAND**

Author: SANGSUWAN, NONGNIT  
Degree: D.B.A.  
Year: 1993  
Corporate Source/Institution: UNITED STATES INTERNATIONAL UNIVERSITY (0239)  
Source: VOLUME 54/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1019. 194 PAGES

The problem. This study investigated marketing factors associated with **successful** exporting from Thailand. It examined: (1) **Marketing activities** in terms of frequency used; (2) The two-year export performances of Thai exporting firms; (3) The relationships between performances and the types of **marketing activities** being used; (4) Perceptions of various **marketing** factors as contributors to export **success** ; (5) Relationships between firm's characteristics of exporting firms and the foregoing variables.

Method. The mailed questionnaire type of research instrument was used to collect...

...study. A descriptive-correlation survey method was utilized to conduct the research. Statistical procedures were analysis of variance, Student's

t-tests, Chi-Square, Spearman **rank** order correlations and Pearson correlation coefficients.

Results. **Marketing activities** which **successful** exporters most frequently used were in the areas of "pricing," "marketing planning," "promotion," and "channels of distribution."

The findings showed that every one of the 15 factors related to export **success** showed an increase over the two years studied.

In the study of the relationships between the performances and the **marketing activities** being used, the findings show the following significant relationships: Frequency of use of promotion was found significantly positively associated with an increase in every factor of export **success**. Marketing planning was positively related to an increase in total sales volume and to **number** of customers served. Marketing research was positively related to an increased sales volume. Product strategy (differentiation) was positively related to an increase in gross profits. Knowledge of channels of distribution was found positively related to total **sales** volume.

Marketing factors which appeared to contribute to export success were: consistency of product quality, company reputation, ability to meet delivery dates, and product modification for foreign countries.

The study also revealed that firms that had exported for longer times showed significantly greater export **sales** volumes, gross profits and numbers of customers served than did firms that had exported for lesser periods of time.

14/3,K/14 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09795770

Think daily essentials, think Food-way

Australia: Food-way to become major retailer

Foodweek & Liquor Week (XBS) 03 Jun 2002 p.6-7

Language: ENGLISH

... group, Alan Dowling, their promotional activities are based on the slogan of 'Service Like It Used To Be' and the group aims to enlarge the **number** of **customers**, value of **products** **bought** by customers and frequency of visits by the customers. The company has undertaken a strategy to position itself in essential food items like developing their...

?

? show files;ds

File 16:Gale Group PROMT(R) 1990-2007/Nov 23.  
(c) 2007 The Gale Group  
File 20:Dialog Global Reporter 1997-2007/Nov 29  
(c) 2007 Dialog  
File 101:Disclosure Database(R) 2007/Nov W2  
(c) 2007 Thomson Financial  
File 148:Gale Group Trade & Industry DB 1976-2007/Nov 21  
(c)2007 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2007/Nov 27  
(c) 2007 The Gale Group  
File 349:PCT FULLTEXT 1979-2007/UB=20071122UT=20071115  
(c) 2007 WIPO/Thomson  
File 351:Derwent WPI 1963-2007/UD=200776  
(c) 2007 The Thomson Corporation  
File 610:Business Wire 1999-2007/Nov 29  
(c) 2007 Business Wire..  
File 621:Gale Group New Prod.Annou.(R) 1985-2007/Nov 20  
(c) 2007 The Gale Group  
File 649:Gale Group Newswire ASAP(TM) 2007/Nov 22  
(c) 2007 The Gale Group  
File 654:US PAT.FULL. 1976-2007/NOV 27  
(c) Format only 2007 Dialog  
File 992:NewsRoom 2006  
(c) 2007 Dialog  
File 993:NewsRoom 2005  
(c) 2007 Dialog

Set	Items	Description
S1	16	(CALCULAT? OR COMPUTE OR COMPUTING OR COMPUTES) (5N) (NUMBER OR HOW()MANY) (2W) (CUSTOMER? ?) (3W)PURCHASED(50N) (TOTAL()NUMBE-R(3W)CUSTOMERS)
S2	9	RD (unique items)

? t2/3,k/all

2/3,K/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
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11742849 Supplier Number: 126824262 (USE FORMAT 7 FOR FULLTEXT)  
**Leading Projector Manufacturers Fujitsu, Hitachi, Panasonic, Sanyo and Sony  
Join Forces with Epson to Educate the Market about Benefits of  
Three-Panel, Liquid Crystal Display Technology.**  
Business Wire, pNA  
Jan 7, 2005  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1229

... 3LCD Group is being unveiled at the International Consumer Electronics Show 2005.

"3LCD is clearly the dominant microdisplay technology worldwide when you look at the **total number of customers** who have **purchased** front and rear projection products so far," according to Dr. William Coggshall, Pacific Media Associates. "Based on our **calculations**, over nine million projection products using 3LCD technology have been purchased to date, surpassing any other microdisplay technology on the market, and that figure continues...

2/3,K/2 (Item 1 from file: 20)

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DIALOG(R)File 20:Dialog Global Reporter  
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39973959 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Projector Manufacturers Join Forces to Promote ThreePanel LCD Technology**

WIRELESS NEWS

January 07, 2005

JOURNAL CODE: WIRN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 274

(USE FORMAT 7 OR 9 FOR FULLTEXT)

"3LCD is clearly the dominant microdisplay technology worldwide when you look at the **total number of customers** who have **purchased** front and rear projection products so far," according to Dr. William Coggshall, Pacific Media Associates.

"Based on our **calculations**, over nine million projection products using 3LCD technology have been purchased to date, surpassing any other microdisplay technology on the market, and that figure continues...

2/3,K/3 (Item 1 from file: 101)

DIALOG(R)File 101:Disclosure Database(R)

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01191560

VALUEVISION MEDIA INC

Disclosure Co No: V150300000

Cross Reference: WAS VALUEVISION INTERNATIONAL INC

Company Status: Active

Exchange: NMS

Ticker Symbol: VVTV

Location of Incorporation: MN

Primary SIC Code: 5961

Description of Business:

The Group's principal activity is to provide television home shopping, Internet e-commerce, vendor programming sales and fulfillment services and outsourced e-commerce and fulfillment solutions through electronic media. The Group operates under two segments: Electronic Media Segment and Fanbuzz Segment. Electronic media segment provides live 24-hour per day television home shopping network program. FanBuzz segment provides e-commerce and fulfillment solutions to some of the most recognized sports, media and entertainment and retail companies. As of 4-Feb-2006, it's programming reached approximately 25 million DTH homes on a full-time basis. As of 4-Feb-2006, it's television home shopping programming was carried by 1,230 broadcasting systems on a full-time basis.

Full record with Footnotes in Fmt 9

Management Discussion:

...increase in household distribution, product diversification efforts and increases in marketing and promotional efforts aimed at attracting new customers.

CUSTOMER PENETRATION

Customer penetration measures the **total number of customers0** who **purchased** from us over the past twelve months divided by our average FTE's for that same period. This measure was 1.3% for each of fiscal 2006, fiscal 2005 and fiscal 2004. We include in our customer penetration **calculations**

Ginger R. DeMille

all of our customers during the applicable time period, whether they became customers as a result of our television programming, through direct-mail campaigns, or...

2/3,K/4 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry.DB  
(c)2007 The Gale Group. All rts. reserv.

0020723485 SUPPLIER NUMBER: 126859408 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Projector Manufacturers Join Forces to Promote Three-Panel LCD Technology. (International Consumer Electronics Show) (Liquid crystal displays) (Brief Article)**

Wireless News, NA

Jan 7, 2005

DOCUMENT TYPE: Brief Article LANGUAGE: English RECORD TYPE:

Fulltext

WORD COUNT: 300 LINE COUNT: 00029

... 3LCD Group is being unveiled at the International Consumer Electronics Show 2005.

"3LCD is clearly the dominant microdisplay technology worldwide when you look at the **total number of customers** who have **purchased** front and rear projection products so far," according to Dr. William Coggshall, Pacific Media Associates.

"Based on our **calculations**, over nine million projection products using 3LCD technology have been purchased to date, surpassing any other microdisplay technology on the market, and that figure continues...

2/3,K/5 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT  
(c) 2007 WIPO/Thomson. All rts. reserv.

01111922 \*\*Image available\*\*

**METHODS AND SYSTEMS FOR EVALUATION OF BUSINESS PERFORMANCE**

**PROCEDES ET SYSTEMES D'EVALUATION DES PERFORMANCES D'UNE ENTREPRISE**

Patent Applicant/Assignee:

GARTNER INC, 56 Top Gallant Road, Stamford, CT 06904, US, US (Residence),  
US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

SMITH Michael W, 5904 Tarleton Drive, Oak Ridge, NC 27310, US, US  
(Residence), US (Nationality), (Designated only for: US)

APFEL Audrey, 10 Black Rock Road, Stamford, CT 06903, US, US (Residence),  
US (Nationality), (Designated only for: US)

BERGSTROM Ken, 6 Marvin Place, Bethel, CT 06801, US, US (Residence), US  
(Nationality), (Designated only for: US)

Legal Representative:

LIPSITZ Barry R (agent), Law offices of Barry R. Lipsitz, 755 Main  
Street, Building No. 8, Monroe, CT 06468, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200434188 A2-A3 20040422 (WO 0434188)

Application: WO 2003US31198 20031003 (PCT/WO US03031198)

Priority Application: US 2002417022 20021007

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK

Ginger R. DeMille

LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU SC  
SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 38404

Fulltext Availability:

Detailed Description

Detailed Description

... aggregate measure 120. The activities measured by customer retention index 127 involve identifying and satisfying existing customer needs. The customer retention index 127 may be **calculated** as follows: Identify the appropriate buying cycle for the industry the company competes in (baseline buying cycles may need to be established for each industry classification). Using the duration of this buying cycle, determine the **number** of existing **customers** that have not **purchased** products or services for this period of time. Divide this number by the **total number** of active **customers** and subtract the result from 1.

I 0 This prime measure requires access to internal information. As an example **calculation** of the customer retention index 127, assume that MY Company sells PC hardware components to corporate customers. The buying cycle for this industry is 6...

2/3,K/6 (Item 1 from file: 351)

DIALOG(R) File 351:Derwent WPI

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0013246332 - Drawing available

WPI ACC NO: 2003-331532/200331

XRFX Acc No: N2003-265625

**Marketing project efficacy monitoring method e.g. for sports product, involves calculating number of customers who actually purchased product, from total number of customers who were notified about product**

Patent Assignee: FERGUSON S (FERG-I); ROZMAN T (ROZM-I)

Inventor: FERGUSON S; ROZMAN T

Patent Family (1 patents, 1 countries)

Patent			Application				
Number	Kind	Date	Number	Kind	Date	Update	
US 20030023475	A1	20030130	US 2001916951	A	20010727	200331	B

Priority Applications (no., kind, date): US 2001916951 A 20010727

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
US 20030023475	A1	EN	27	14		

**Marketing project efficacy monitoring method e.g. for sports product, involves calculating number of customers who actually purchased product, from total number of customers who were notified about product**

...marketed product, are selected from a customer database and the



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selected customers are notified about the product. The marketing project efficacy indicator is determined by **calculating** the **number** of **customers** who actually **purchased** the product, from **total number** of **customers** who were notified about the product.

2/3,K/7 (Item 1 from file: 654)

DIALOG(R)File 654:US PAT.FULL.

(c) Format only 2007 Dialog. All rts. reserv..

0005603497 \*\*IMAGE Available

Derwent Accession: 2004-328270

**Methods and systems for evaluation of business performance**

Inventor: Smith, Michael, INV

Apfel, Audrey, INV

Bergstrom, Ken, INV

Assignee: Gartner, Inc.(02), Stamford, CT, US

Correspondence Address: LAW OFFICE OF BARRY R LIPSITZ, 755 MAIN STREET,  
MONROE, CT, 06468, US

	Publication Number	Kind	Date	Application Number	Filing Date
	-----	--	-----	-----	-----
Main Patent	US 20040068431	A1	20040408	US 2003678476	20031003
Provisional				US 60-417022	20021007

Fulltext Word Count: 45134

Description of the Invention:

...0296] The customer retention index 127 may be **calculated** as follows: Identify the appropriate buying cycle for the industry the company competes in (baseline buying cycles may need to be established for each industry classification). Using the duration of this buying cycle, determine the **number** of existing **customers** that have not **purchased** products or services for this period of time. Divide this number by the **total number** of active **customers** and subtract the result from 1...

2/3,K/8 (Item 1 from file: 992)

DIALOG(R)File 992:NewsRoom 2006

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1315082335 17J62JEY

10-Q: VALUEVISION MEDIA INC

EDGAR Online

Thursday, December 14, 2006

JOURNAL CODE: ABXF LANGUAGE: English RECORD TYPE: Fulltext

DOCUMENT TYPE: Newswire ISSN: N/A

WORD COUNT: 3,875

...increase in household distribution, product diversification efforts and increases in marketing and promotional efforts aimed at attracting new customers.

CUSTOMER PENETRATION

Customer penetration measures the **total number** of **customers** who

Ginger R. DeMille

**purchased** from the Company over the past twelve months divided by the Company's average FTE's for that same period. This measure was 1.3...

...the three-month period ended November 4, 2006 and for the three-month period ended October 29, 2005. The Company includes in its customer penetration **calculations** all of its customers during the applicable time period, whether they become customers as a result of the Company's television programming, through direct-mail...

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**Epson to educate consumers and video display professionals**

Mena Report

Saturday, March 5, 2005

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...3LCD Group is being unveiled at the International Consumer Electronics Show 2005.

"3LCD is clearly the dominant microdisplay technology worldwide when you look at the **total number of customers** who have **purchased** front and rear projection products so far," according to Dr. William Coggshall, Pacific Media Associates. "Based on our **calculations**, over nine million projection products using 3LCD technology have been purchased to date, surpassing any other microdisplay technology on the market, and that figure continues...

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